

Training For Service Access Services Conference 2012

University of Michigan Library

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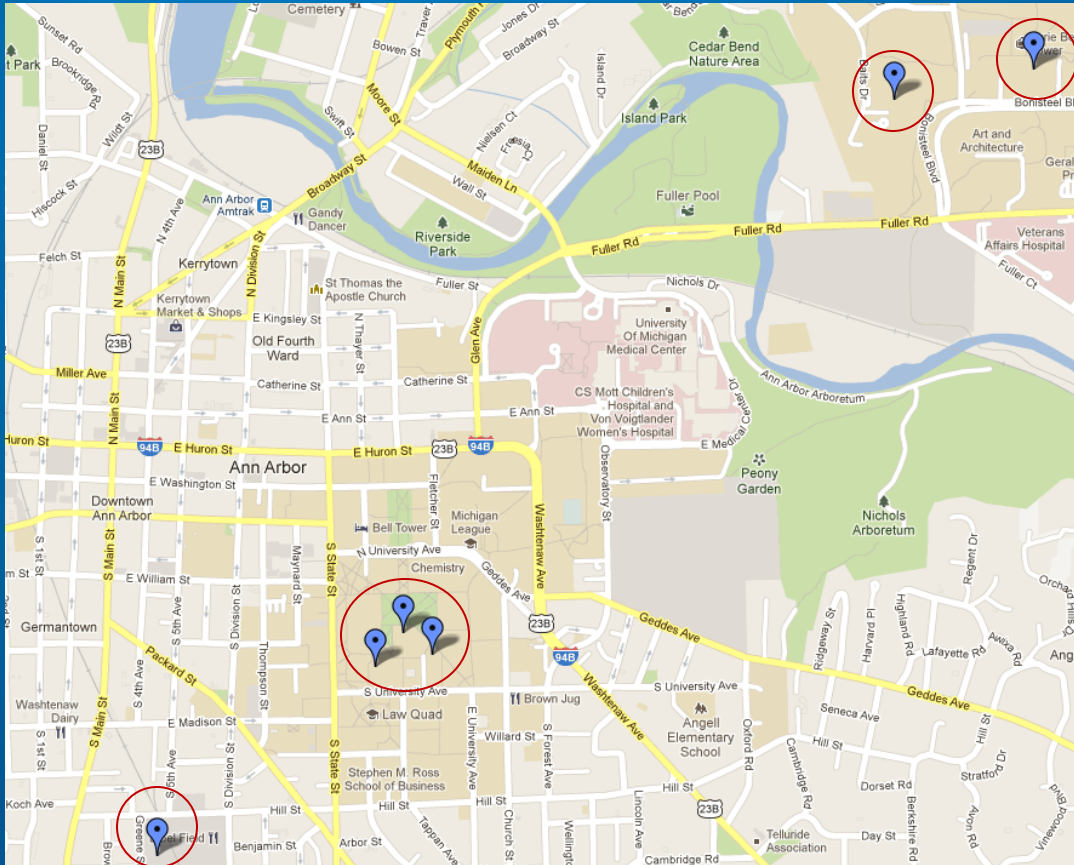
Stephen Griffes

Sanam Arab

Outline

- Our Challenge
- Online Module
- Workshop
- Customer Service Team
- The Future

Our Challenge



Over a dozen service points

Our Challenge



A game of telephone

The logo for Zingerman's community of businesses is displayed on a black rectangular background. The word "Zingerman's" is written in a large, white, cursive script font. A horizontal line underlines the word, starting from the left and ending just before the tagline. To the right of the underline, the words "community of businesses" are written in a smaller, white, lowercase sans-serif font. A registered trademark symbol (®) is located at the end of the word "Zingerman's".

Zingerman's®
community of businesses

Homemade or storebought?

Recipe for Training

- Define audience
- Identify core values
- Choose delivery method
- Develop content
- Find the hook
- Let it evolve

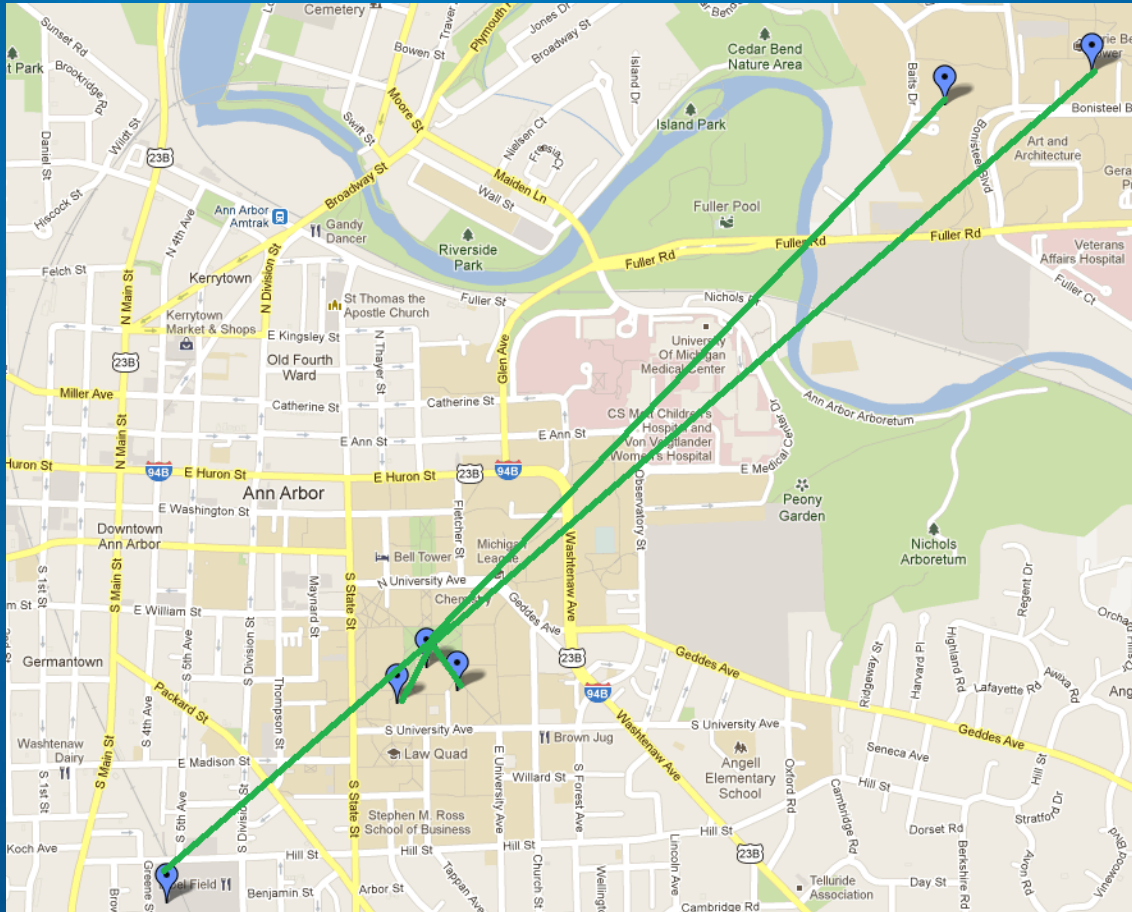
Define Audience



Core Values

- Represent the Library
- Find the Answer
- Respect the Patron

Choose delivery method



Develop Content



Represent the Library

Look Ready to Serve

Wearing headphones or consuming food at a service desk is absolutely not appropriate.



Next

Online Module



Online Module

Customer Service

An essential duty of any MLibrary job is providing high-quality customer service to library patrons.

Key elements to good service:

- Represent the library
- Find the answer
- Respect the patron



Next



Our training module

The Results



The Next Step: Creating a DIY Workshop



Brainstorming

- Expand upon main principles covered in online training.
- Have a “hook” that will help create a unique workshop.
- Do not bore your audience!



Developing a concept

- Focus on an aspect of online training that received positive feedback from both staff and administration.
- Draft outlines for several different topics with desired learning outcomes.
- Discuss pros and cons of each – combine ideas.
- Finalize a specific topic: customer service as acting.

Finding the “hook”



Finding the “hook”

Choose a catchy title that showcases content and theme.



Designing the Best Performance Workshop

- Clarify expectations of service for organization.
- Philosophy of customer service as acting.



Designing the Best Performance Workshop

- Cover the main concepts in the context of service as acting:
 - Represent the Library
 - First impressions / appear ready to serve
 - Respect the patron
 - Regardless of patron status / speaking respectfully / transaction length / involve the patron / respect patron privacy
 - Find the answer
 - Asking for help

Designing the Best Performance Workshop

- Focus on Application – “Situations that Require Acting.”
 - Complicated Transactions / Basic Transactions / Phone Transactions / Unhappy Patrons / Having a Bad Day / Can't Play the Role / Disagreement with Policy or Procedures / Getting Along with Coworkers
- Lines of Dialogue

Keeping participants engaged

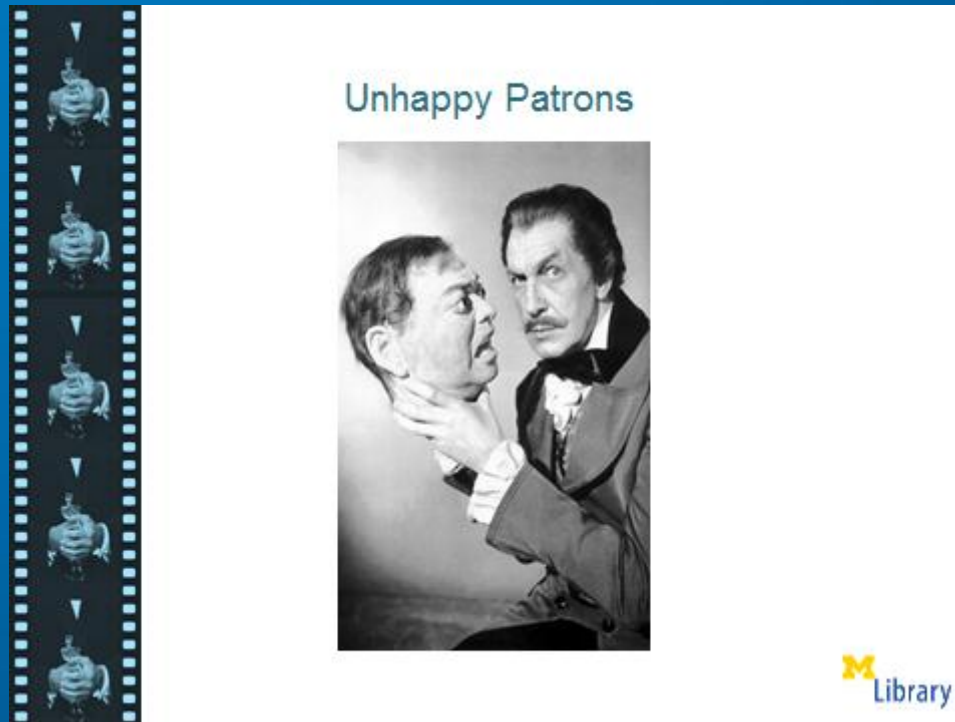
- Group discussion between sections.
 - Facilitate – don't let it become horror story hour.
- Use amusing clips.
- Choose photos related to each concept.
 - Think “outside the library.”



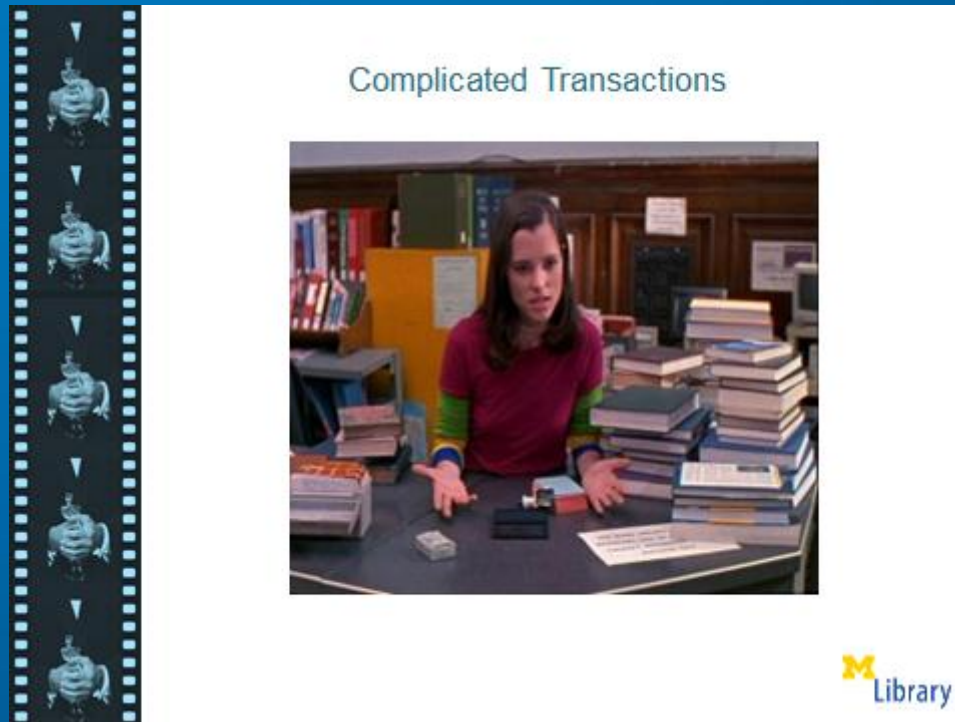
Keeping participants engaged



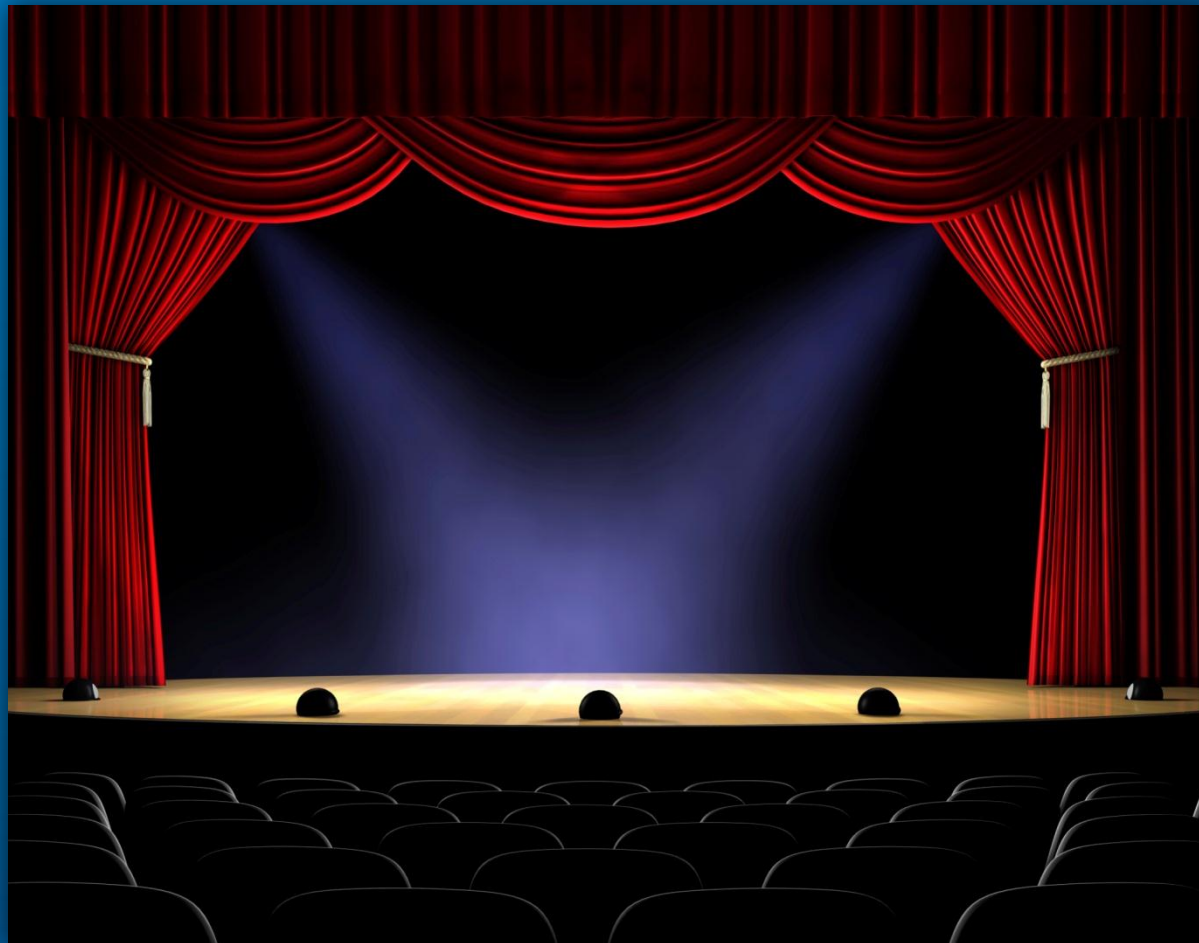
Keeping participants engaged



Keeping participants engaged



Role-playing scenarios: take the stage!



Role-playing scenarios

USER:

You are a busy professor trying to submit a grant proposal. You really need this book to meet the deadline, so you find it in the library and take it to the Circulation Desk.

STAFF:

You find the user account is blocked due to an overdue recalled item. How do you use acting to explain the block without upsetting the patron?

Let it evolve

- Develop language and metaphors that may help participants remember techniques.
- Experiment with workshop format (e.g., two sections may work better than three).
- Adapt role playing based on participant reaction (e.g., language should focus on service, not procedure).



Wide range of audience

- Designed for both new and seasoned regular library staff.
- Be accommodating: evening workshops and workshops in different campus locations.
- Any regular staff from any department could register.
- Supervisors who attended wanted a version their student employees could attend – workshop can be easily tweaked based on participant make-up.

Participant Feedback

“I enjoyed acting out the customer service themes. I also enjoyed looking at customer service with an actor's perspective; that we are ourselves, but we are a part of ourselves that is representing the library.”

“It was not a common sense training on customer service. There was actually very useful advice...those of us who knew the basics of customer service weren't bored.”

Customer Service Team



Library Re-Organization

- New re-organization at the UM Libraries
- Library's involvement in Learning and Teaching
- From a collection-centered to a patron-centered library
- Ease of Access

Formation of the team

- Why a customer service team?
- Representatives from different service departments
- The scope of the team

Ongoing Initiatives

- Customer Service Survey for co-workers
- Customer Service Survey for patrons
- Desk Etiquette for student workers
- Interdepartmental Workshop
- Reaching out to other departments

What We Learned

- Have the administration on board
- Start with departments that directly interact with patron
- Moving to others who indirectly influence the work
- Expand to all departments, even those that do not interact with patron.
- Make Customer Service an essential aspect of the job description

Keep In Mind

- Be aware of staff morale and that change is not easy
- Be patient and let the cake bake!!!

Questions?